PRINTED EPHEMERA

MEMORIES FROM A VANISHED PAST

On display at the Thomas Fisher Rare Book Library

9 July to 17 August and 12 November to 21 December, 2001

Printed Ephemera extends the theme of a previous exhibition, *Book History and Print Culture*, by demonstrating the pervasiveness of print within the culture of everyday life from the nineteenth century to the present. Here the focus moves away from the book to the less enduring, and lesser documented, realm of jobbing and other non-book printing, with most items being produced in single sheets or other small formats. The term ephemera, with its accepted meaning of transitory or short-lived, entered our common vocabulary as applied to printed pieces of paper in the 1960s, following John Lewis's landmark work on the subject in 1962, and the establishment of the John Johnson Collection of ephemera at the Bodleian Library in 1968. Since that time it has become an established category of collectable, and now forms a part of many individual and institutional collections. Printed ephemera is exhibited here in its many shapes and guises, as it evolved over the decades from early forms such as the broadside, almanac and chapbook, to the timetables and schedules, trade cards, invitations, programmes, business forms, stationery, posters, and printed advertisements of the more recent past.

Printed ephemera is also pervasive within the collections at the Thomas Fisher Rare Book Library, but by its very nature it is not readily visible or accessible. Although the Library does have a collection devoted exclusively to printed ephemera, we have drawn as well on large caches of material from several of our outstanding subject collections,such as the Brabant Lewis Carroll Collection, the Fleming Niagara Falls Collection, and the Alan Horne Collection of British Book Illustration. In these instances of collections, compiled over many years by a single individual determined to acquire all forms of material relating to his particular thematic focus, we are fortunate to have examples of ephemeral material along with the book collections. We have drawn as well from our manuscript holdings which often contain, along with the main body of hand-written correspondence and documents, examples of printed ephemera saved as part of a personal history or the record of a professional life. For example, all of the Christmas cards on display in the Reading Room cases come from a single source, having been collected over more than six decades by Dora Mavor Moore.

Whenever possible we have narrowed our selection to items of Canadian origin, but have occasionally supplemented these with British or American examples. These individual pieces, most of which were never intended to endure after their immediate usefulness was past, are wonderfully evocative of the milieu of their time. They convey a very real and immediate sense of the wider culture which produced them, and tell us much also about the print culture of which they form so vital a part. The few examples chosen for display in this exhibition are only a sampling of what exists in our collections, and a very tiny surviving portion of the enormous and varied output of the presses which service the needs of a print hungry society.

The catalogue text follows the eight thematic groupings of the exhibition cases. Four of these themes (land settlement, temperance, World War I, and Niagara Falls) are primarily topical, and the material was chosen to illustrate and elaborate a particular subject focus. The remaining four (home and hearth, events and ceremonies, stationery, and broadside poetry) are primarily form oriented, emphasizing a range of printed ephemera that cuts across topical boundaries. The material in the Reading Room is described as part of the larger thematic grouping to which it belongs.

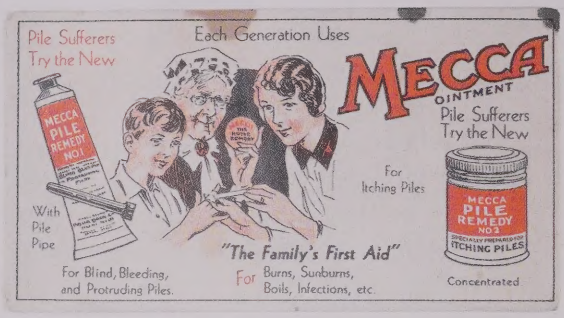
September 2001
Anne Dondertman
Mary Garvie Yohn

A great deal of ephemeral material is found in the home, primarily in the form of advertising. An **advertisement** can be described as an item printed solely as a means of promoting a product or service, but not an event. It is normally mass-produced, widely distributed, and discarded. Advertising can come in many forms. One of the most familiar is the **catalogue**. Eaton's, a Canadian retailing icon for over 125 years, introduced its retail catalogue in 1884. It became an integral part of Canadian life for nearly a century until its cancellation in 1976. The catalogue was especially valuable in rural areas, since it described in detail every item the department store had to offer, from clothing to home furnishings. Purchases could be made sight unseen, delivered by mail, with a "money back guarantee". The Robert Simpson Company, a major competitor of Eaton's until 1979, also produced a printed catalogue. And like Eaton's, the company printed **single-sheet advertisements** announcing special events, such as upcoming sales, or to market its own store-brand products. These were probably picked up in the store or distributed with a purchase.

Both clothing styles and home decor change with the times. In the early years of the twentieth century, **pattern books** would have been commonplace in most homes, since many items of clothing, particularly knitted articles, were made at home. But these books were useful only as long as the designs themselves were considered fashionable. Equally, the home-decorating ideas suggested by a paint company like Benjamin Moore in a **brochure** of colour suggestions for rooms in a house, was not expected to last beyond its immediate usefulness. However, these items document those fashion colours and designs considered smart at the time.

Another familiar form of advertising was the **blotter**. Freshly penned ink needs time to dry, and can become easily smeared if the paper is folded too soon. Blotting paper was used to soak up the excess ink. Once the ballpoint pen replaced the ink pen, however, the usefulness of blotters soon declined until they completely disappeared in the 1960s. Blotters had very soon been used to fulfil a secondary purpose. They were used to market a product or service from household goods and commodities to insurance companies and banks.

Playing cards were introduced into Europe sometime during the fourteenth



century and were among the earliest products of the printing press in the fifteenth century. Due to the widespread popularity of games like poker, the playing card most familiar to North Americans is the standard English playing card, although this is not the only design. Depending on the country or game played, there can be differences in design patterns, pack compositions and suite systems. During the nineteenth century the printing of playing cards evolved in response to demand to become a major industry in its own right. Packs of playing cards printed with pictures featuring historical people or events, scenery, animals, and other objects, or commemorating special events became valued as collectables or keepsakes, instead of an amusement. It was not long before the advertising potential was recognized. The playing cards on display from the Lipton and Red Rose Tea Company represent a modern example of this ephemeral format.

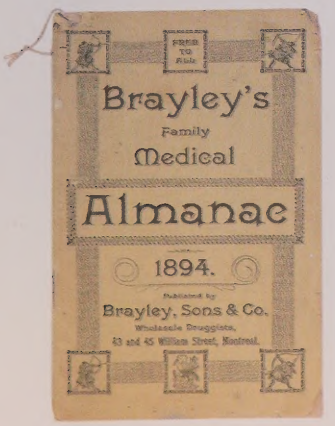
The **coupon** has been around for over 100 years. Asa Chandler, the druggist who purchased the secret recipe for Coca-Cola, issued the first coupons in 1894. He wanted to see what others thought of the new beverage, so he issued handwritten coupons entitling the bearer to one free glass of the new drink. His lead was followed in 1895 by C.W. Post who issued coupons worth one cent each towards the purchase of a box of his new health food cereal, Grape Nuts. By the Depression years, coupons had become a staple in North American homes as everyone searched for any way to save money. Coupons continue to be a common marketing scheme for a variety of products. They are now available on the Internet.

Many people collect recipes, and food manufacturers know this. Major suppliers of ingredients used in the preparation of food still distribute recipe ideas in this "giveaway" format. **Recipe booklets** have two main purposes. The first is to offer recipe ideas for the product sold by the manufacturer. The second is a byproduct of the first – to advertise the product itself through those recipe ideas. While recipe booklets are still distributed like this, many companies also distribute their recipes on their Internet site.

Throughout the first decade of the twentieth century, there was a sharp rise in automobile ownership, despite public opposition. The automobile was resented as a toy of the rich, and, moreover, the noise frightened the horses. With the development of a mass-produced, lower-priced and more reliable product, automobile ownership soon expanded to the middle-classes. Some 50,000 automobiles were registered across the country by 1914. The automobile would

have a lasting effect on future urban design, the economy, and family life. As membership in automobile clubs increased, **membership forms** were printed. New drivers needed **instructional booklets** on how to operate the automobile and to observe the rules of the road. Meantime, established businesses such as the McLaughlin Car Company of Oshawa recognized the potential opportunities offered by the increasing popularity of the "horseless carriage" and adapted their businesses to take advantage of this new invention.

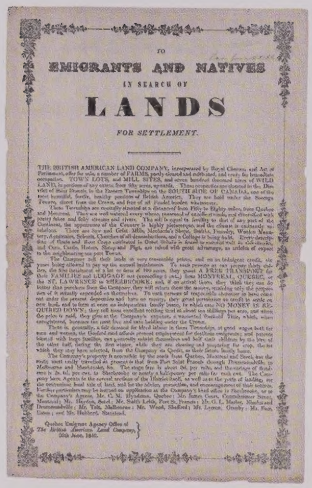
Medical and pharmaceutical ephemera, including **informational booklets, advertising,** and **trade cards** can reveal in an immediate way the practices and remedies of an earlier time. During the nineteenth century the making and marketing of patent medicines became a significant industry. One result was the publication of **patent medicine almanacs,** issued by the thousands and prominent in many households where they were regularly consulted throughout the year. The collections in the Thomas Fisher Rare Book Library include over 1,000 almanacs published by drug stores alone. These afford a good opportunity not only to trace the development of the patent medicine industry, but also its advertising strategies over a number of years, since many products, once advertised regularly, no longer exist.



CASE 2 : LAND SETTLEMENT

The earliest printed documents associated with land settlement in what is now Canada consist of official **proclamations** by the governing body. The 1792 proclamation by Lieutenant-Governor Simcoe on display outlines ten terms for granting land in Upper Canada. It was printed in Quebec by Samuel Neilson, whose records show that 1000 copies were printed in English, and 300 in French. The text was issued again in 1795, and the regulations remained in force until 1796.

Land grants continued to be made available in various ways. An 1836 London


TO
EMIGRANTS AND NATIVES
IN SEARCH OF
LANDS
FOR SETTLEMENT.

THE BRITISH AMERICAN LAND COMPANY, incorporated by Royal Charter, and Act of Parliament, offer for sale a number of FARMS, ready cleared and cultivated, and ready for immediate occupation. TOWN LOTS, and MILL SITES, in the most favourable situations. WILD LANDS, in portions of any extent, from fifty acres upwards. These properties are situated in the District of Three Rivers, in the Eastern Townships on the SOUTH SIDE OF CANADA, one of the most beautiful, fertile, healthy portions of British America. They are held under the Seigniory Tenure, direct from the Crown, and free of all Feudal burdens whatsoever.

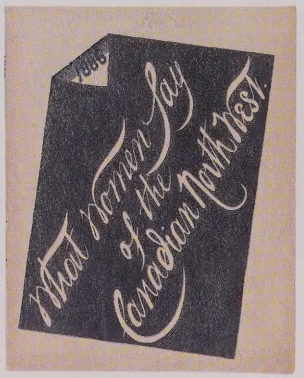
The Company's Estates are intersected by the Yamaska, Nicolet, and Bécancour rivers, from Quebec and Montreal. They are well watered in every where, possessed of excellent roads, and abundantly supplied with pure water and fish: streams and rivers. The soil in general is inviting to that of any part of the Province, the appearance of the Country is highly picturesque, and the climate is exceedingly salubrious. There are Saw and Grist Mills, Merchant's Stores, Smiths, Foundry, Wheelwrights, Carpenters, Shoemakers, Tailors, Schools, Churches, &c. &c. in the Towns and Villages. Roads, already made, of Grants and Rent Corn conveyed to Great Britain at cheaper rates than from Ireland. Excellent Oats, Corn, Cattle, Horses, Sheep and Pigs, are raised with great advantages, as articles of export to the neighbouring sea port Towns.

The Company will freely locate in any reasonable manner, and on as indulgent terms, the poor Emigrant, who may be desirous of settling on their Lands, and will grant him, on the spot, the free maintenance of a hut or house of 16ft square. They assist a FREE PASSAGE for their FAMILIES and LUGGAGE not exceeding 1 cwt.; from MONTREAL, QUEBEC or the ST. LAWRENCE to SHERBROOKE; and, if on arrival there, they think they can do better than purchase from the Company, they will return them the money, enabling only the emigrant to pay his own passage out. The Company, in order to assist the industrious Emigrant, who may be under the present depression not have an income, they grant provisions on credit to such persons as may need, and to form a sum as independent family board, for which sum NO MONEY IS REQUIRED DOWN; they will form merchant within land at about six shillings per acre, and when the price is paid, they give to the Emigrant's occupier, a warranted Deed of Title, which, when completed, is a valid security for the money, at any Bank in Canada.

There is a committee now formed in Shefford, Brome Township, to erect wages both for men and women, the Landed and affords present employment for families, and the Company's Agent, in connection with large families, may profitably establish themselves and half each children by the time of the eldest half, having the first wages, while they are clearing and preparing for crop, the last which they may have selected, from the Company on Credit, on their future family home.

As the Company's property is not subject to the same Rates, Duties, and Taxes, as the property of individuals, they will be enabled to sell their Lands at a much lower rate than the Lands of Melbourne and Shefford &c. The wages due to about 2s. per mile, and the station of Shefford is 2s. 6d. per cwt. to Shefford only is nearly a half-penny per mile for each cwt. The Company have Agents in the several sections of the District, as well as at the ports of landing, for the information, and sale of land, and for the orders, promotion, and encouragement of their interest. Application may be made personally or by letter, addressed to the Secretary, at the Office of the Company's Agents, Mr. C. M. Hyslop, Quebec; Mr. James Court, Commissioner Street, Montreal; Mr. Hooton, Sorel; Mr. Stark Lobb, Port St. Francis; Mr. G. L. Hunter, Shefford Commissioner; Mr. Tim. Mathewson; Mr. Wood, Shefford; Mr. Lyman, Granby; Mr. Pain, Cowan; and Mr. Hubbard, Montreal.

Quebec Emigrant Agency Office of
The British American Land Company,
10th June, 1836.



broadside advertises for "twenty young able bodied farm laboring servants newly married" willing to immigrate to Canada with their families. At the expiration of their contract they would be entitled to a free grant of land, a practice which continued until well into the twentieth century.

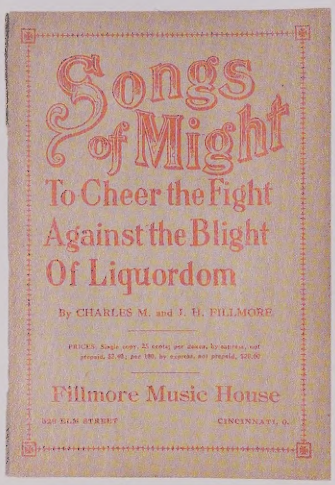
By the 1830s private colonization companies, such as the Canada Company in Upper Canada and the British American Land Company in Lower Canada, were being incorporated in an effort to promote rural settlement. In return for receiving large blocks of land at reduced prices from the government, they were responsible for recruiting new settlers and providing assistance by arranging for transportation and help with start-up costs. The companies published **brochures,** several of which are on display along with publications issued by later colonization companies, such as the Canada North West Land Company and the York Farmers Colonization Company. Other organizations, most notably the Canadian Pacific Railway, also produced literature promoting western settlement. Typical titles include *What women say of the Canadian North West* (1886) and *Successful farming in Manitoba : 100 farmers testify* (1889).

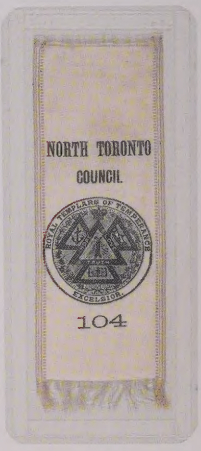
Another very common category of brochure relating to land settlement are the settlers' or emigrants' guides which were practical **handbooks** intended to assist emigrants in planning their new life. Full of useful and practical tips, these booklets were issued by a variety of sources, from individuals who described their own personal experience, to corporations such as the Canadian Pacific Railway or governmental agencies such as the Department of Agriculture. Following World War I the Department of Immigration issued a series of **illustrated brochures** entitled *Canada West* with very attractive colour covers depicting an idyllic pastoral life style, in order to attract potential settlers to the region. However, the prairies were not the only areas being promoted as targets of immigration. Attempts were also made to induce settlement further west in British Columbia, or in areas of Ontario that had not previously been accessible, such as the Port Arthur region.

James Mavor's "Open Letter to Sir Thomas White", published in the newspapers, but which also circulated separately as a **broadside**, documents some of the controversy surrounding the granting and settling of land early in the twentieth century. Mavor wrote to the Prime Minister in 1919 to protest the attempt by the federal government to expropriate Doukhobor land in British Columbia in order to make it available to soldiers returning home following World War I.

CASE 3: TEMPERANCE

The Fisher Library has an enormous quantity of material documenting the Canadian and world-wide temperance and prohibition movements of the nineteenth and twentieth centuries, much of which was originally acquired by the Addiction Research Foundation. Almost all of this material falls into the category of printed ephemera as the battles were fought at the grass roots level by a myriad of organizations, each attempting to put their cause forward through the medium of print. We are fortunate to be able to explore the subject of temperance through these contemporary documents, most of which were intended to reach a particular audience at a particular time and then be discarded.





Temperance societies began to be organized in the late 1820s and continued to thrive for the rest of the century. Although many grew out of religious or fraternal organizations, such as the Independent Order of Good Templars, or the Women's Christian Temperance Union, as time went on there was a need for provincial and even federal bodies in order to lobby for legislative change. One of the largest of such organizations was the Dominion Alliance, which was first formed in 1875. All of these groups produced printed records documenting their own organization – **by-laws**, **minutes** of meetings and **proceedings** of conferences, such as the proceedings of the first session of the Canada Temperance Union which took place in 1869 – as well as enormous quantities of proselytizing materials, from **pamphlets**, **broadsides**, **periodicals** and **songbooks** to **ribbons**.

The Canada Temperance Act, popularly known as the Scott Act after E.W. Scott, the Secretary of State who introduced it, was enacted in 1879. It strengthened the power of localities such as cities and counties to pass legislation prohibiting the sale of liquor within their boundaries. On display are two 1879 **pamphlets** relating

to this controversial legislation: Goldwin Smith's *Temperance versus prohibition* and a reply to Smith's argument by D.V. Lucas.

There were many problems with the Scott Act and temperance groups continued to lobby for federal legislation. In the 1890s several provinces held plebiscites on the question of provincial prohibition. On 28 September 1898 a Dominion plebiscite was held asking electors in each province whether they favoured prohibition. Although the majority in every province except Quebec was for prohibition, Sir Wilfrid Laurier was opposed to the enactment of such a law and no action was taken. Several items in this case, including a September 1898 **calendar** and a **ballot**, illustrate the masses of printed documents which were issued in the time leading up to the national vote.

World War I provided the perfect opportunity for prohibition forces to take advantage of wartime measures, and provincial acts prohibiting the retail sale of alcohol came into effect in every province except Quebec. On display is a food service **pledge card** from 1917 outlining one of the sections of the Act which prohibited the use of grain in alcohol manufacture.

After the War when the manufacture of alcohol once again became legal, the fight for and against prohibition continued at the provincial and the federal level. A great deal of lobbying went on advocating government control of alcohol rather than complete prohibition, and throughout the 1920s provincial legislatures continued to hold plebiscites. In Ontario's provincial election of 1926 the anti-prohibition side carried, and government sale of alcohol became legal in 1927. On display are a number of items including **illustrated broadsides**, **leaflets** and **periodicals**, dealing with the various Ontario plebiscite and referenda campaigns.

As government control came into effect a bureaucratic structure evolved to administer the sale and distribution of alcohol. The last group of items on display illustrates the era of rigid government regulation in the mid-twentieth century, including individual **permit books**, **order forms**, and **catalogues** of products for sale at government outlets.

Protect the Boys BY Prohibiting the Bar

THE FEATURE OF THE MONTH

	YES	NO
Are you in favor of passing an act prohibiting the importation, manufacture or sale of spirits, wine, ale, beer, cider and all other alcoholic liquors for use as beverages?	X	

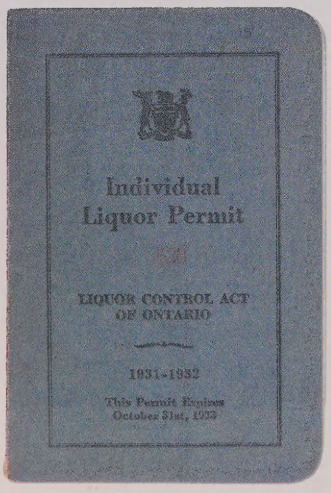
THE PLEBISCITE TO BE TAKEN ON THE 29th

1898 SEPTEMBER 1898

SUN. MON. TUE. WED. THU. FRI. SAT.

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

The Witness Plebiscite Campaign Column


Individual Liquor Permit

LIQUOR CONTROL ACT OF ONTARIO

1931-1932

This Permit Expires October 31st, 1932

CASE 4: EVENTS AND CEREMONIES

Changes in printing processes during the nineteenth century contributed to some changes in social etiquette, as the written or verbal invitation to a social function gave way to a printed announcement. Although these printed invitations were intended to have a limited useful life, since most social events occur at a specific time and date, many were kept as keepsakes and have become an important genre of ephemera. Examples of invitations to a wide variety of events, as well as programmes printed to mark special occasions, contribute to our understanding of Canadian traditions and customs, past and present.

The cultural and social life of the middle and upper classes was centered on events such as balls, soirées and receptions where a strict social code ensured that correct behaviour and social composition were maintained. Formal dances were a significant component of this social life and they were carefully chaperoned. **Dance cards** are fragile mementos of this social time. As it was socially incorrect for a single young lady to spend most of the evening in the company of the same gentleman, she had to be seen dancing with a number of different partners. The dance card made this possible by giving her a place to sign them up for the various dances, which followed a prescribed order, and ensuring that she then remembered who her partners were. Those moving up the social scale, who might be unsure of ballroom etiquette or the acceptable dance steps, could purchase **dance books** to help them.

Social visiting was an important part of female social life during the nineteenth century and the early years of the twentieth century. Each lady had her appointed visiting day, usually in the afternoon, when she remained at home to receive other socially acceptable women. It was important to be part of the roster since this ensured social acceptance. Each social occasion, from teas, "at-homes", official openings to special events, wedding and funerals required a correctly printed **invitation** or notice.

A **programme** lists events, speakers, performers and other important information for a conference, congress, ceremony, or entertainment. It is a record of the ceremonial details that took place for one particular group of people at one particular moment. If the meeting also includes a dinner, the programme may include the bill of fare. **Menus** are especially significant for those interested in gastronomy and how it has changed over the years. Programmes to cultural events list performances and performers, and often include brief historical and biographical information. Those printed to commemorate special events, such as a coronation, often contain information which reflects the values and beliefs held by those in a different generation.

Sacred
To the Memory of
Mrs Sarah Jane Rossley
Who Died 7 Oct 1865
And was Interred at Brockley
AGED 52 YEARS.
Ps. of Grass. Lake 7
Funeral Performed by Mrs. Chappell, 8, High Street, Deptford.

UNIVERSITY OF TORONTO

Dedication Ceremonies
for
The Thomas Fisher
Rare Book Library

April 23, 1973

THE
CHIEF CONSTABLES' ASSOCIATION OF CANADA

21ST ANNUAL CONVENTION
TO BE HELD AT
THE ROYAL ALEXANDRA HOTEL, WINNIPEG
June 3rd, 4th and 5th, 1925

The Trustees of the
New York and Brooklyn Bridge
request the honour of the presence of
Dr James B. Hunter
at the
Opening Ceremonies
to take place on Thursday, May twenty fourth at two o'clock P. M.
Committee.
On behalf of the Board of Trustees: William C. Kingsley, Ernst H. Benesse, Andrew Lee Norrie, Chas. S. Hamilton, Chas. S. Ogden, C. C. Wells
On behalf of the City: Wm. Dore, Mayor of Brooklyn, Franklin Edson, Mayor of New York
On behalf of the Engineers: Washington A. Roebling

20 août 1924.

R.M.S. "SAXON"
W. F. Stanley, R.D., R.N.R., Commander.

FANCY DRESS BALL BUFFET.

Consommé en Tasse
Prawns en Aspic
Anchovies sur Canapé

Sandwiches:
Beef, Ham, Tongue,
Turkey, Tomato, Cheese.

Charlotte à l'Arlequin
Crème Opera — Assorted Jellies
Chocolate Eclairs — Choux Chantilly
Neapolitan Ices — Friandises

Dessert. Coffee.
Wednesday, Aug. 20th, 1924.

Opening of Parliament

OTTAWA, JANUARY 12, 1905

The Gentleman Usher of the Black Rod is directed, by the Senate, to invite
Mrs Adam Gustave Boyer
to be present on the Floor of the Senate Chamber at the
Opening of Parliament
An early answer to the Black Rod is requested
You are requested to be in your place before 3.30

LADY'S TICKET
NOT TRANSFERABLE

Ernest J. Chambers
Gent. Usher of the Black Rod.

EVENING DRESS

CASE 5: WORLD WAR 1, 1914-1918

The first World War is often described as "the war to end all wars", although it is but one of many conflicts which have shaped the course of history. For Canada, participation in this War led to the country's coming of age as the colony became a nation. Memories of those dreadful years, both sad and happy, can be relived by looking at contemporary ephemera which survives more than eight decades later.

A number of **literary magazines** were published during the war years, both at home and overseas, serving different purposes. Some were intended more for the home market, and recounted stories from the Front, often with photographs. Others were published for the entertainment of the fighting forces or to honour a regiment. **Gift books** were also published during the War to raise money to support the military campaign and later to raise money for monuments to honour the war dead.

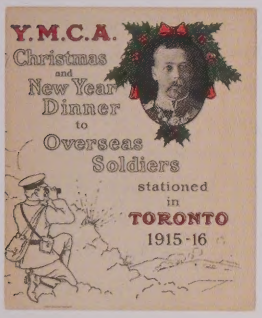
A Canadian literary legacy from this War is the poem *In Flanders Fields*, written by Dr. John McCrae. First published in *Punch* on 8 December 1915, it remains one of the most memorable of all war poems. The poem was written following the brutal battle at Ypres in the spring of 1915. Why poppies? The poppy flowers only in rooted up soil. Its seed can be in the ground for years, but only after the ground is rooted up will the seeds sprout. The intensity of the battle at Ypres caused the ground to be so churned up that poppies blossomed there like never before.

As in all conflicts, mail became a preoccupation. It was the primary method of communication between those at home and their loved ones at the Front. It is interesting that even during an event noted for its wretched conditions, the officer class was able to order specially printed cards! Elegant French **postcards** were also somehow available. But for each communication, the Censor was ever present. He was an officer whose contribution to the unit's morale was to read and edit both incoming and outgoing mail to ensure the security of its content.

Regimental histories were printed both during and after the War. Each regiment was proud of its contribution to the war effort and was eager to document its battles, acknowledge its heroes, and honour its dead with a printed record. Frequently written by a member of the regiment, they were both historical documents and keepsakes.

In every war there is a need for propaganda to maintain support. A good way to reach many people at once is through the singing of patriotic songs. There are basically two kinds of patriotic songs - those written for the soldiers, which are frequently ribald, and those written for the home front, which are more genteel, but very sincere. Since the war took place in the days before radio, and since many middle class homes had a piano, **sheet music** made it easy to circulate new songs quickly. Although fragile, printed sheet music was inexpensive and could be rapidly produced. Some songs were reworked from previous conflicts, and when the music was reprinted, the lyrics could be changed to reflect changes in the present conflict. As those at home gathered around the piano for entertainment, patriotic songs soon became hits.

PASSED BY PRESS BUREAU
THE MAPLE LEAF
THE MAGAZINE OF THE OVERSEAS MILITARY FORCES OF CANADA
Published and sold for the benefit of THE MAPLE LEAF TOBACCO FUND for Canadian Prisoners of War
1/-
SEPT., 1917
Vol. III. No. 8



Another form of propaganda was the **war poster**. War posters were used as tools to win the hearts and minds of the public at home. They contributed to the obvious aims of recruitment and generating national support for the war effort, but they were also used to encourage public subscription toward the purchase of Victory Bonds by which the government financed the military effort. The success of war posters was enhanced when the artist was one whose reputation was already known, like J.E.H. MacDonald, a member of the Group of Seven.

Tickets to special events like dinners and luncheons, theatricals, and other social functions demonstrate that even during the most trying of times, those at home and at the Front attempted to sustain as much as possible the social fabric of their lives at the same level as it had been before the conflict began.

While many forms of ephemera relating to World War I were available during the war, examples of **trench maps** were likely not seen until after the war ended. Even as various military battles and campaigns became part of history, a trench map might be published in different editions for various ground and infantry artillery to use when plotting each new and significant military operation. When trench maps became available after the war, they quickly became a source of considerable interest, both for the military historian and collectors of World War I ephemera.

CASE 6: STATIONERY

The term stationery in this context encompasses a great variety of forms of job printing designed to meet the needs of both personal and professional correspondence. The art of writing the personal letter was perfected during the Victorian age. The attraction of that special connection between the letter writer and the recipient led to the development of a huge industry around letter writing. The ability to pay for letter delivery through franking resulted in the **postage stamp**, and eventually in the practice of printing special stamps to honour important events and persons. Letter writing paper with letterheads evolved into another format, the **note card,** and then illustrated **greeting-cards**, such as Christmas cards, and letter writing kits. Air travel brought the introduction of airmail letter paper, lighter in weight and faster to arrive. Even today nothing is as thrilling as receiving and opening a letter sent by a friend or loved one mailed from a great distance.

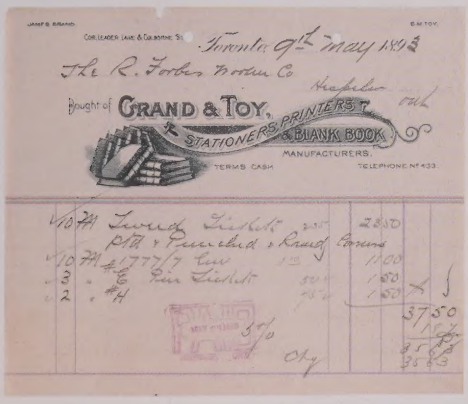
Billheads are similar to trade cards except they have a financial purpose. They both advertise a service or product, and serve as an invoice. Billheads have long been in use and those from the end of the nineteenth century resemble modern receipts and invoices. Billheads evolved into the **letterhead**, a feature of business correspondence which can also function as advertisement.

Manufacturers began to use **labels** when they realized these could make it easier to identify their products. This was especially true with the advent of brand names and the need to distinguish one's product from numerous others. Labels were also valuable advertising tools, particularly if they were colourful and informative. Labels became useful in the home to identify canned and dry goods among a host of household products.

Readers have always needed some device to mark their place in books without damaging the volume. Paper **bookmarks** became popular during the second half of the nineteenth century, and were often given as gifts.

Banking ephemera is interesting for two main reasons. Firstly, with so much banking now taking place on-line, the need for **cheques** and **deposit slips** is quickly disappearing. Secondly, bank mergers are not new. The Canadian Bank of Commerce merged with the Imperial Bank of Canada in 1961 to form the Canadian Imperial Bank of Commerce. The Toronto-Dominion Bank was formed in 1955 with the amalgamation of the Toronto Bank and the Dominion Bank.

TORONTO, CANADA WEST



CASE 7: NIAGARA FALLS

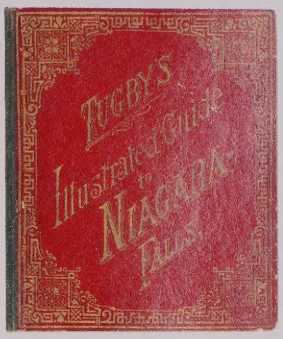
Niagara Falls have held a powerful fascination for travellers from the time of Hennepin on. Many significant works of literature and travel contain accounts of the Falls but there also exists a large body of more ephemeral forms ranging from guidebooks and travel advertising to souvenirs such as prints and postcards.

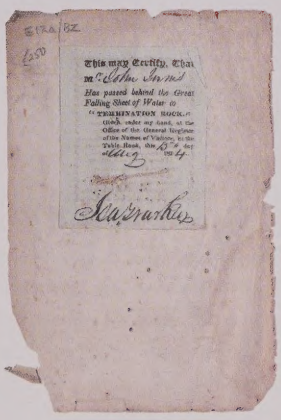
In the nineteenth century, for those not able to visit the Falls in person, there existed a precursor to today's 'virtual reality' experience in the painted panorama. The panorama presented in a 360 degree format surrounding the viewer a complete portrayal of a scene or landscape. Shown in this case is a printed guidebook or **programme** for Robert Burford's panoramic view of Niagara Falls, which was on display in London's Leicester Square in 1833.

Locally published manuals or **guidebooks** to Niagara Falls date from the mid-1830s. Horatio Adams Parson's *A Guide to travellers visiting the Falls of Niagara* advertised itself as "the first book of its kind that had ever been published respecting the Falls". On display is the fourth edition of this work (1836), issued in an easy to carry small format, with cloth covered boards, along with a similar work by de Veaux, published in Buffalo in 1839. Other guidebooks include those produced in England to assist travellers making the North American Grand Tour, as well as Canadian publications, such as Thomas Nelson's guidebook published in Niagara in 1846. A sub-category of guidebook is the **souvenir guide**, available in a variety of formats to appeal to all classes of visitors. Some of these appeared in lavish bindings, and all contained illustrations of the Falls and surrounding area, and were intended to be carried home as a form of memorabilia. The railways promoted tourist travel to Niagara Falls long before road transportation was a viable option. On display are several attractive railway **advertising brochures** promoting trips to the Falls and surrounding region, often including a map or bird's eye view.

The broad category of souvenirs is made up of a great variety of printed documents. One example is the **certificate**, such as the one that appears on the verso of the cover of a rare early New York tourist guide, stating that Mr. John Innis passed behind the Falls to "Termination Rock", which is dated 15 August 1834. A slightly larger printed certificate, again intended to be completed in manuscript with the individual's name, testifying to the same act of passing behind the Falls, is dated 1855. **Printed blanks** similar to this must have been issued in the hundreds of thousands to tourists wishing to take home a memento of their visit to one of the world's natural wonders. Another unusual printed souvenir is a charming double-sided **paper cutout** in the shape of a rose, which includes several different images of Niagara Falls. The illustrations have been printed onto a circular sheet which is then cut and folded to form the shape of a pink rose with green leaves. **Postcards** are a staple of the Niagara Falls tourist trade in the twenty-first century, just as they were in previous centuries. On display is an early chromolithographed card, and a later example of a series of cards with decorative envelope which were sold together as a set. Other examples of the mass market printed items available to the Niagara

Falls tourist industry are two examples of Currier & Ives **prints**. From 1834 to 1907 the lithographing shop of Currier & Ives, self described as "Publishers of cheap and popular pictures", produced in excess of one million prints, which included more than 7500 different images.



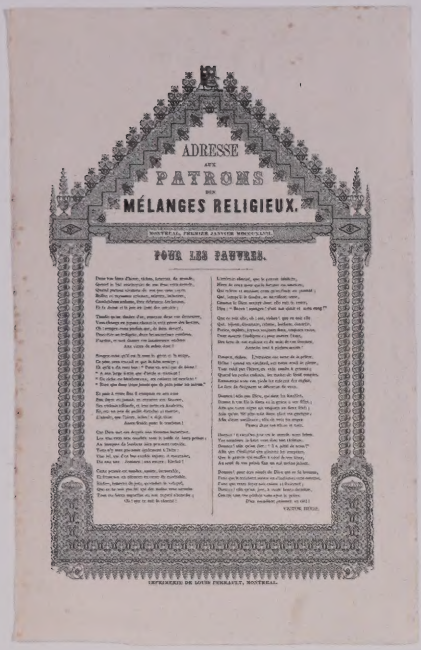


CASE 8: BROADSIDE POETRY

In the case of the printed broadsides and related literary ephemera on display it is the format rather than the content that categorizes these items as ephemeral. The text itself may live on in subsequent or even alternate versions as part of the author's published oeuvre or in anthologies, but the manifestation of the text in this particular physical format often has a brief life.

Most of the items fall into the category of occasional verse which was produced, usually cheaply and on a single sheet in relatively few copies, in order to commemorate a specific event or occasion. For example, four attractive **carriers' addresses**, dated between 1767 and 1848, were issued by newspaper publishers as a New Year's greeting. These addresses, usually in the form of verse, were printed in a decorative format as an attractive advertisement for the newspaper office, and generally conclude with a plea for a gratuity for the "printer's lad". Other Canadian examples of occasional verse printed as **broadsides,** range from a seasonal poem composed and recited by an unknown prisoner in the Kingston Penitentiary on Christmas Eve 1874, to Duncan Campbell Scott's verses commemorating the September 1901 visit of the Duke and Duchess of Cornwall and York to Canada; from Edward Foley's poem written as a "salute to our new city hall" issued in 1965 on the occasion of the opening of Toronto's new and controversial city hall, to a poem by Margaret Atwood distributed at a reading she gave at Smith College as part of the events surrounding the dedication of the new library building in 1982. Gwendolyn MacEwen's lavishly printed **illustrated broadside**, "The Death of the Loch Ness Monster", was "specially commissioned by Queen Anne Rare Scotch Whisky" to celebrate the Fourth International Festival of Authors in 1983. Maria Gould issued a series of her works in single sheets on coloured paper and packaged them together in a plastic case for the Word on the Street Festival in 1998. These broadsides were originally issued to document performance pieces given by the author at Toronto's Rivoli Café and other venues.

Several other examples of literary ephemera are included because the physical format on which the poem is printed is itself ephemeral and was not intended or expected to endure. These include three early **broadside ballads** cheaply and carelessly printed on very poor paper which commemorate the anonymous author's departure from his native Ireland; John Robert Colombo's verse printed on two sheets of toilet paper; and four different poems on the back of **matchbox covers** issued by Nicky Drumbolis, of Toronto's Letters bookstore, to commemorate the National Book Festival in 1985. Also in this category are the large poetry **posters** from both London, England and Toronto, which were produced for temporary display on the transit system. Adopting the format of the commercial advertising which surrounded them on the underground and subway, these posters were an attempt to promote poetry to a wider audience, and were sponsored by arts organizations and governmental agencies such as the British Council and the Canada Council.

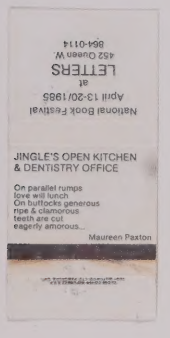


ADRESSE
AUX
PATRONS
DES
MÉLANGES RELIGIEUX.

NOUVELLE, PREMIER JANVIER MDCCCLXXII.

POUR LES PAUVRES.

IMPRIMERIE DE LOUIS PERRAULT, SOUTRAL.

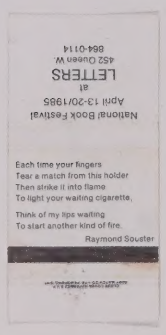


National Book Festival
April 13-20/1985
at
LETTERS
452 Queen W
864-0114

JINGLE'S OPEN KITCHEN
& DENTISTRY OFFICE

On parallel rumps
love will lunch
On buttocks generous
ripe & clamorous
teeth are cut
eagerly amorous...

Maureen Paxton

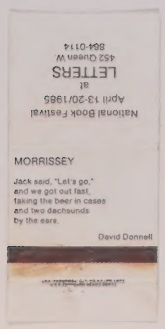


National Book Festival
April 13-20/1985
at
LETTERS
452 Queen W
864-0114

Each time your fingers
Tear a match from this holder
Then strike it into flame
To light your waiting cigarette,

Think of my lips waiting
To start another kind of fire.

Raymond Souster

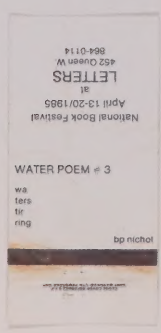


National Book Festival
April 13-20/1985
at
LETTERS
452 Queen W
864-0114

MORRISSEY

Jack said, "Let's go,"
and we got out fast,
taking the beer in cases
and two dachsunds
by the ears.

David Donnell



National Book Festival
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WATER POEM # 3

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fir
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bp nichol

ISBN 0-7727-6038-1

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Exhibition installed by Emrys Evans and Linda Joy

Digital photography for catalogue by Jim Ingram and Bogda Mickiewicz

Catalogue design by Stan Bevington

Catalogue printed at the Coach House on bpNichol Lane, Toronto

A NEW SONG CALL'D THE

EMEGRANTS FAREWELL TO DONEGALL

Good people all on you I call give ear to those lines you soon shall hear
Caus'd me to weep deprived of sleep for parting my relations dear
My hardships here I cant indure there's nothing here but slavery,
I will take my lot & leave this spot & try the land of liberty

Farewe'l dear Erin fare thee well that once was call'd the Isle of Saints
For here no longer I can dwell I'm going to cross the stormey seas
For to live here I cant injure there's nothing here but slavery
My heart's oppress'd I can find no rest I will try the land of liberty.

My father holds 5 acres of land it was not enough to support us all,
Which banishes me from my native land to old Ireland dear I bid farewell,
My hardships here I cant injure since here no longer I can stay
I take my lot & leave this spot & try the land of liberty

My love you know that trade is low provisions they're exceeding high
We see the poor from door to door craveing their want We cant supply
To hear their moans their sighs & groans with children naked cold and bare,
Craveing relief renews my greef as we have nothing for th spare

So now my dear you need not fear the dangers of the rageing sea
If your mind is bent I am content so now prepare & come away
She say's my dear if you'l agree to marry me I'll quick prepare.
Wee'l join our hands in wedlocks bands & we will stay no longer here

It was in the yder of 48 I was forced to leave my native land,
To old Ireland I bid a long adieu and to my fond relations all
But now I'm in America no rents or taxes wee pay at all
So now I bid a long farewell to my native land old Donegall

P. Brereton, 4, Lr. Exchange, Strt, Dublin

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